

Lessons from working with a commercial partner

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- The First World War: Personal Experiences
- FO India, Pakistan and Afghanistan, 1947-1980
- Mass Observation Online
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- Romanticism: Life, Literature and Landscape

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- BIBA Ephemera from 'Rock and Roll'
- South Asian Conflicts and Independence for Bangladesh, 1965-1971

Trial our collections

London Low Life brings to life the teeming streets of Victorian London, inviting students and scholars to explore the gin palaces, brothels and East End slums of the nineteenth century's greatest city

Adam Matthew Digital publishes online primary source collections and works with the leading libraries, archives and scholars from around the world. The results are creative resources that offer powerful research and dynamic teaching for universities, colleges and libraries.

<http://www.amdigital.co.uk/>

Why do a project like this?

- A way to ramp up digitizing efforts – the most important factor
- Royalties – though we didn't know how much it would end up being
- Publicity – a way to show off the collections

Timeline

August 2006	initial discussions
April 2008	contracts signed
2006-2009	selection, planning
September 2009	Luna Imaging site visit
Jan-May 2010	digitizing
September 2010	approve publicity
December 2010	project ‘published’

LONDON LOW LIFE

STREET CULTURE, SOCIAL REFORM AND THE VICTORIAN UNDERWORLD

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?

JUST OUT!

Price 3 pence.

THE
FIRST NIGHT
OR
Two between
the Sheets.

Sex, Prostitution and Obscenity

For Victorians, London's Holywell Street was synonymous with obscenity, and London Low Life includes adverts for 'racy' literature and 'fast guides' to the city's brothels, as well as material on the Contagious Diseases Act.

[Explore this theme >](#)

Welcome to London Low Life

London Low Life is a full-text searchable resource, containing colour digital images of rare books, ephemera, maps and other materials relating to 18th, 19th and early 20th century London. It is designed for both teaching and study, from undergraduate to research students and beyond.

In addition to the digital documents, London Low Life contains a wealth of secondary resources, including a chronology, interactive maps, essays, online galleries and links to other useful websites.

[Read more about London Low Life >](#)

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London Low Life: Street Culture, Social Reform and the Victorian Underworld

<http://www.libraries.iub.edu/scripts/countResources.php?resourceId=16924590>

Ψ

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Lessons

- Selection
- Catalog records
- Logistics
- Images & other digital content

Reference

Good Terms –

Improving Commercial-Noncommercial Partnerships for Mass Digitization:

A Report Prepared by Intelligent Television for RLG Programs, OCLC Programs and Research by Peter B. Kaufman and Jeff Ubois, Intelligent Television
D-Lib Magazine, November/December 2007

<http://dlib.org/dlib/november07/kaufman/11kaufman.html>

Selection

31	CHA_PR974.A1_0180	180		History of King Pippin	London	Billing, E.	Chapbook	
32	CHA_PR974.A1_0181	181		History of Jack Sprat his wife and cat	London	Billing, E.	Chapbook	
33	CHA_PR974.A1_0182	182		Cinderella, or the little glass slipper	London	Billing, E.	Chapbook	
34	CHA_PR974.A1_0183	183		Cock Robin	London	Billing, E.	Chapbook	
35	CHA_PR974.A1_0184	184		Tom the piper's son	London	Billing, E.	Chapbook	
36	CHA_PR974.A1_0185	185		Little Red Riding Hood	London	Billing, E.	Chapbook	
37	CHA_PR974.A1_0186	186		Child's first book. London	London	Billing, E.	Chapbook	
38	CHA_PR974.A1_0187	187		Punch & Judy. London	London	Billing, E.	Chapbook	
39	CHA_PR974.A1_0286	286		Old Mother Hubbard and her wonderful dog	London	Paul, H.	Chapbook	
40	CHA_PR974.A1_0288	288		Dame Trot and her comical cat	London	Fortey, W.S.	Chapbook	
41	CHA_PR974.A1_0289	289		Old Mother Hubbard	London	Fortey, W.S.	Chapbook	
42	CHA_PR974.A1_0290	290		History of Jack Spratt	London	Fortey, W.S.	Chapbook	
43	CHA_PR974.A1_0291	291		Old Mother Hubbard and her wonderful dog	London	Fortey, W.S.	Chapbook	
44	CHA_PR974.A1_0292	292		Adventures of the old woman of Stepney	London	Fortey, W.S.	Chapbook	
45	CHA_PR974.A1_0293	293		Story of Aladdin and his wonderful lamp	London	March, J.	Chapbook	
46	CHA_PR974.A1_0295	295		B., D. Disasters of a frolicsome pig	London	Cleaver, W.J.	Chapbook	
47	CHA_PR974.A1_0298	298		Billy Best's visit to the fair	London	Bishop & Co.	Chapbook	
48	CHA_PR974.A1_0300	300		My mother	London	Bishop & Co.	Chapbook	
49	CHA_PR974.A1_0301	301		Little primer	London	Bishop & Co.	Chapbook	

Navigation bar: Chapbooks | Street Cries | Rare Books | George Gissing Manuscripts | Periodicals | Michael Sadleir's Ephemera | Maps | Tallis's Street Views

Ready

Selection

LONDON LOW LIFE
STREET CULTURE, SOCIAL REFORM AND THE VICTORIAN UNDERWORLD

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Documents refined by: (none)

Chapbooks
 George Gissing Manuscripts
 Maps
 Michael Sadleir Collection of Ephemera
 Periodicals
 Rare Books
 Tallis's London Street Views
 Virginia Warren Collection of Old London Street Cries

Title	Author	Date
The A.B.C Book with Cries of Cities		Early 1800s
The ABC of the Church...	Zadkiel, the prophet.	n.d.
Accurater Grundriss u: Gegend der K London wie auch Prospecte einiger K Baptist Homanns...	loh:	not before 168-?
Adam's pocket London guide book: a complete historical, critical, general, and topographical	Blanchard,	1851

Catalog records

From the contract:

“The Publisher is responsible for creating MARC21 records to accompany the Publication and the constituent elements of the Selection. The Publisher will supply these free of charge to the Library via the Publisher’s website.”

[my emphasis]

Logistics



Images & other digital content

TIFF images, many in color

Limited exclusive license (5 years)

Other digital content to negotiate next time:

OCR

Mapping coordinates

Usage data

And more?

Summary

Adam Matthew Digital and Luna Imaging were great partners

Lessons learned will help us make a more perfect project next time

Questions?

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